

APPENDIX I

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First, please enter the ZIP Code for the location where you want your newspapers delivered.

ZIP Code

If you don't know your ZIP Code, click ZIP Code Lookup.

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THE WALL STREET JOURNAL

The Wall Street Journal

With *The Wall Street Journal's* early morning delivery, you'll have the most reliable, accurate and relevant business news and information in the world today delivered right to your doorstep.

- [Click here for The Wall Street Journal Privacy Policy](#)

The Boston Globe

The Boston Globe

New England's Number One source of news and information!

Every day, *The Boston Globe* gives New Englanders complete coverage of their world. *The Globe* provides a complete report on the local, national and international news as well as daily sections on sports, business, lifestyles, entertainment and more. And on Sunday, *The Sunday Globe* is jam-packed with New England's largest Classified marketplace, *The Globe Magazine*, and much more!

- [Click here for The Boston Globe Privacy Policy](#)

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17 Select This Provider



Subscribe

USA TODAY

Receive the Nation's Newspaper delivered to your home or office, every day. Get daily delivery of the latest in **NEWS**, **MONEY**, **SPORTS** and **LIFE** - for less than the newsstand price.

NEWS is a faster read in a world that won't slow down. The **MONEY** section delivers financial news that is timely and accessible. **SPORTS** - every score, every stat, every story, every day. And **LIFE** gives you the latest entertainment news, travel features, and lifestyle trends.

- Click here for USA TODAY Privacy Policy

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Boston Herald

The *Boston Herald* strives to be "the shortest distance between you and the news." We bring you the latest news from around the corner and across the globe with up-to-the minute business information and quality sports coverage. Colorful and award winning photography combined with our easy-to-read packaging make the *Herald* a perfect fit for the breakfast table or companion for the commute to work.

Select This Provider

The New York Times

The New York Times

You will get all the probing, in-depth insight from Pulitzer Prize-winning journalists on news, business, science, arts, technology, and more in one convenient package when you order home delivery of *The New York Times*.

- Click here for The New York Times Privacy Policy

- [Click here for Boston Herald Privacy Policy](#)

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Delivery Location: 02215
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Here are the newspaper(s) that you have selected. Please check the **New, Renew, or Change Address** box if available next to the newspaper subscription(s) that you want to order.

- Check **NEW** if you want to order a new subscription.
- Check **RENEW** if you already subscribe and want to extend your current subscription for an additional term. Your paper will be delivered to your new home on the date you select.
- Check **CHANGE ADDRESS** if you are a current subscriber and only wish to change your delivery address.

The Wall Street Journal THE WALL STREET JOURNAL

☐ New **Weekday Subscription for 13 weeks, plus four weeks free - a total of 17 weeks - The Wall Street Journal**
☒ Change Address **New Price: \$49.00 per subscription**

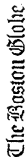
With *The Wall Street Journal's* early morning delivery, you'll have the most reliable, accurate and relevant business news and information in the world today - delivered right to your doorstep. For just \$49.00 you'll receive 13 weeks of the Journal, the world's most trusted source of news and business information, which is ready to work for you every business morning. And, if you act now, you'll enjoy another 4 weeks FREE!

Offer good for new subscribers only, limited to four free weeks of *The Wall Street Journal* per household. Limited time offer, good in continental U.S. only. Sales tax may apply.

Subscriptions

The Boston Globe

Subscriptions



Seven Day Home Delivery at 50% off for the first 12 Weeks - The Boston Globe

Change Address

New Price: \$2.88 per week

Subscribe to seven day home delivery of *The Boston Globe* for \$2.88 per week (a total of \$34.56 for 12 weeks) and save 50% off our regular rates!

The Globe keeps you connected with comprehensive coverage of local, national and world events, award-winning columns, and New England's best sports section.

On Thursday you'll also get *The Globe's* Calendar section with comprehensive entertainment listings and ideas for what to do in Boston and beyond. And on Sunday, you'll get New England's biggest and best Sunday newspaper with New England's largest Classified section, your Regional Weekly section packed with news about where you live, the huge Sunday Sports section, Business & Money, Travel, the award-winning *Globe Magazine*, and lots of money-saving coupons.

This introductory offer is valid for new subscribers in The Boston Globe home delivery area who have not received home delivery of The Boston Globe in the past 90 days. After the 12 week introductory period, delivery will continue at our regular home delivery rate unless we are notified otherwise.

☐ **New** **Thursday through Sunday at 50% off for the first 12 Weeks - The Boston Globe**

Change Address

New Price: \$2.08 per week

Subscribe to home delivery of *The Boston Globe* Thursday through Sunday for \$2.08 per week (a total of \$24.96 for 12 weeks) and save 50% off our regular rates!

If you like your weekends, you'll love *The Boston Globe's* Weekend Package. We'll deliver *The Globe* right to your home Thursday through Sunday. You'll get complete news reports from around the world and right next door. On Thursday, you'll get *The Globe's* Calendar section with comprehensive entertainment listings and ideas for what to do in Boston and beyond. On Friday, you'll find Sports Plus, with even more coverage of New England's teams. Plus the *Sunday Boston Globe* and *Sunday Sports*, with the best Sunday newspaper with New England's largest Classified section. *Business & Money*. Travel, the award-winning *Globe Magazine*, and lots of money-saving coupons. Make the most of your weekend with *The Globe's* Weekend package.

This introductory offer is valid for new subscribers in The Boston Globe home delivery area who have not received home delivery of The Boston Globe in the past 90 days. After the 12 week

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Introductory period, delivery will continue at our regular home delivery rate unless we are notified otherwise.

Sunday Globe Home Delivery at 50% off for the first 12 Weeks -
The Boston Globe

New Price: \$1.25 per week

Subscribe to home delivery of *The Boston Sunday Globe* for \$1.25 per week (a total of \$15 for 12 weeks) and save 50% off our regular rates!

It's New England's biggest and best Sunday newspaper - *The Boston Sunday Globe*. You'll get complete news reports from around the world and right next door - Plus, the largest selection of news, sports and entertainment news in the Northeast. The award-winning *Globe* Magazine, your Regional Weekly section packed with information from the Boston area, and the *Globe's* Sports section, *Business & Money*, *Travel*, the award-winning *Globe Magazine* and lots of money-saving coupons. Make the most of your weekend with *The Boston Sunday Globe*.

This introductory offer is valid for new subscribers in *The Boston Globe* home delivery area who have not received home delivery of *The Boston Globe* in the past 90 days. After the 12 week introductory period, delivery will continue at our regular home delivery rate unless we are notified otherwise.

Boston Herald



New

Monday through Sunday Service for 24 weeks - Boston Herald

Price: \$51.12 each

Convenient home delivery of the *Boston Herald* is available in much of the metro Boston area and Cape Cod. Deliveries include 6 days a week. Delivery is by 7 a.m. Monday through Friday and 8 a.m. weekends and holidays. Billing is normally through the mail, every 8 weeks. All major credit cards are accepted.

Save 55% off the newsstand price.

Subscriptions

Monday through Saturday Service for 24 Weeks - Boston Herald

Price: \$47.52 each

Convenient home delivery of the *Boston Herald* is available in much of the metro Boston area and Cape Cod. Home delivery is available 7 days a week. Delivery is by 7 a.m. Monday through Friday and 8 a.m. weekends and holidays. Billing is normally through the mail every 8 weeks. All major credit cards are accepted.

6 day Monday to Saturday delivery at \$1.98 per week. Price is good for 24 wks. *Introductory price.* After 24 weeks, the \$1.98 rate goes to \$2.40 (\$1.40 cents per day). Delivery automatically continues unless customer notifies the *Herald* to cancel or change the subscription.



New

Monday through Friday Service for 24 Weeks - Boston Herald

Price: \$48.00 each

Convenient home delivery of the *Boston Herald* is available in much of the metro Boston area and Cape Cod. Home delivery is available 7 days a week. Delivery is by 7 a.m. Monday through Friday. Billing is normally through the mail every 8 weeks. All major credit cards are accepted.

5 day delivery Monday-Friday at \$1.25 per week. Price is good for 24 weeks. *Introductory price.* After 24 weeks, the \$1.25 goes to \$2.00 (\$1.40 cents per day). Delivery automatically continues unless you notify the *Herald* to cancel or change the subscription.



New

Saturday and Sunday Service for 8 Weeks - Boston Herald

Price: \$16.00 for 8 weeks

Convenient home delivery of the *Boston Herald* is available in much of the metro Boston area and Cape Cod. Home delivery is available 7 days a week. Delivery is by 8 a.m. on Saturday and Sunday. Billing is normally through the mail every 8 weeks. All major credit cards are accepted.

Save 11% off the newsstand price.



New

Sunday Only Service for 8 Weeks - Boston Herald

Price: \$14.80 for 8 weeks

Convenient home delivery of the *Boston Herald* is available in much of the metro Boston area and Cape Cod. Home delivery is available 7 days a week. Delivery is by 8 a.m. on Sunday. Billing is

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Shopping Cart: [Subscribe To Newspapers](#)

Delivery Location: 02215

[Change Location]

Please review your order. If all the information is correct, please click the [Go to Checkout](#) button below.



Product

Weekday Subscription for 13 weeks, plus four weeks free - a total of 17 weeks

Order Type	Item Total	Remove
Change Address	per subscription	Remove

Order will be processed within 2 days of receipt and delivery will begin within 2-5 business days after the order has been processed.

Boston Herald

Product

Monday through Sunday Service for 24 weeks

Order Type	Item Total	Remove
New	\$51.12 each	Remove

New subscriptions are usually started on Monday of each week.

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The Boston Globe

Product

Seven Day Home Delivery at 50% off for the first 12 Weeks

Subscription delivery will begin within 48 hours of order confirmation.

Order
Type
Change
Address

Item Total Remove

per week Remove

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Checkout: Subscribe To Newspapers



MoversGuide.com uses Secure Socket Layer Encryption (SSL) to protect all of the information you enter. For full details read our Security and Privacy Policy.

* Indicates a required field

CHECKOUT ORDER FORM FOR: The Wall Street Journal, Boston Herald, The Boston Globe
Deliver To:

* First Name

John

Middle Name

J

* Last Name

Smith

New Delivery Address:

* Address

123 Apple Drive

* City

Watertown

* State

MA

* ZIP Code

02472

Email Address:

* Email Address

JSMITH@APPLEDRIVE.COM

1047780 515562660

Evening Phone Number:

* Evening Phone Number 781 555 5555

Day Phone Number:

* Day Phone Number 781 555 1111

Phone Number At Old Delivery Address:

* Phone Number 617 393 2222

Old Delivery Address:

* Address 391 Pear Way
* City Boston
* State MA
* ZIP Code 02215

When do you want service to stop at your old address? The Service provider cannot make guarantees, but will make the best effort to accommodate this date.

* Stop Date: 10 / 10 / 2001

When do you want delivery to begin at your new address? The Service provider cannot make guarantees, but will make the best effort to accommodate this date (requires 3 days advance notice.)

*Service Start Date:

11 / 10 / 2001

What is your account number for The Boston Globe?

Account Number : Globe2001

What is your account number for The Wall Street Journal?

Account Number : Journal2001

Note: The information you provide will be sent to the merchant you have selected in order for them to process your order. If you have questions on how the data will be used, please click here to view an index of merchant privacy policies.

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MoversGuide.com uses Secure Socket Layer Encryption (SSL) to protect all of the information you enter. For full details read our Security and Privacy Policy.

* Indicates a required field

Billing Method:

☒ Bill By Credit Card
Credit Card Number:

*Credit Card Type

*Credit Card Number

*Expiration Date /

Name as it appears on credit card:

*First Name

Middle Name

*Last Name

Current billing address for this card:

(If you've moved and haven't contacted your credit card company, enter your old billing address)

*Address

*City

*State

09225515 001100

*ZIP Code 02215

Phone Number on record for credit card:

*Phone Number

617 333 2222

Note: The information you provide will be sent to the merchant you have selected in order for them to process your order. If you have questions on how the data will be used, please click here to view an index of merchant privacy policies.

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Order Summary: Subscribe To Newspapers

Review your order. If all of the information is correct, please click the **Submit Order** button below. If you need to edit your checkout information, please click the **Edit** Information button.

ORDER SUMMARY:

Deliver To Name:

John J. Smith

New Delivery Address:

123 Apple Dr WATERTOWN MA
02472

Start Delivery At New Address On:

11/10/2001

Phone Number At Old Delivery Address:

(617) 333-2332

Old Delivery Address:

331 Pear Way BOSTON MA
02215

Stop Date For Old Address:

10/10/2001

Billing:

By Credit Card

Credit Card Type:

Visa

Credit Card Number:

XXXX-XXXX-XXXX-1111

Expiration Date:

10/2005

Name on Credit Card:

John J. Smith

Credit Card Billing Address:

331 Pear Way BOSTON MA
02215

Credit Card Billing Phone Number:

(781) 555-1111

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Service Provider: The Wall Street Journal

Order Date: 8/14/2001

Product

Weekday Subscription for 13 weeks, plus four weeks free - a total of 17 weeks

Order Type	Item Total
Change Address	per subscription

Service Provider: Boston Herald

Order Date: 8/14/2001

Product

Monday through Sunday Service for 24 weeks

Order Type	Item Total
New	\$51.12 each

Boston Herald

Service Provider: The Boston Globe

Order Date: 8/14/2001

Product

Seven Day Home Delivery at 50% off for the first 12 Weeks

Order Type	Item Total
Change Address	per week

The Boston Globe

Note: By clicking the **Submit Order** button below, you are authorizing MoversGuide.com to transmit the information that you have entered to the merchant(s) listed above. Please print this Order Summary for your records.



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Order Confirmation: Subscribe To Newspapers

Your Order Confirmation number for The Wall Street Journal is: 459zqwOMKw

Your Order Confirmation number for Boston Herald is: 460zBBczaw

Your Order Confirmation number for The Boston Globe is: 461zPInJ8Y
If you have questions about your order, Click Here for Customer Service

Would you like to register with MoversGuide.com?

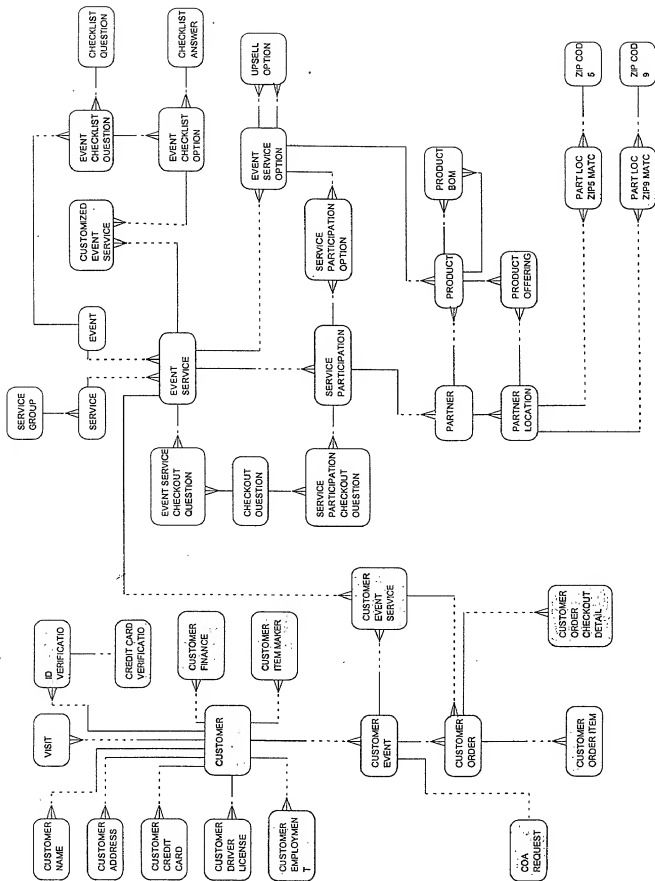
Register with MoversGuide.com now, and you will not have to re-enter your personal information during future visits.

☒ Yes, I would like to register with MoversGuide.com.

☐ No, I do not want to register with MoversGuide.com.

Finish

APPENDIX II



TERM		LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
				DEFINITION						
				A group of fields populated at account creation time by a customer. When a customer logs into his/her account, the entered account information is checked against the account information on the system. The customer can modify the account information after logging in.		X		X		X
Account		2F	C	A name created by a customer as the account identifier. All user names are unique in the system.		X	X	X		X
Account Name		2F	C	A group of fields that hold an address entered by a visitor or a customer. All addresses in the system have been standardized against the USPS address database. The system will not accept an address not in the USPS address database.				X		
Address		2F	C	The first address line of an address.		X	X	X		
Address 1		2F	C	The second address line of an address.		X	X	X		
Address 2		2F	C	The purpose of an address, which could be move, from, move, to, ship, to, and bill, to.		X	X	X		
Address Purpose		2F	C	The type of an address format based on USPS standard. The available address types are street, apartment, rural, etc.		X	X	X		
Address Type		1T	S	The type of an address. 1 - old. 2 - new.	addrTypeId		X			
Address Type Id		2F	C	A field to indicate the special status of checkout question. Checkout questions are displayed and validated in groups and the group size can vary from 1 to many. In general, the last field in a group is designated as the anchor field. The system only displays list of values from previously saved records immediately below an anchor field. The validation of the input to the checkout questions is also done based on anchor fields.						
Anchor Field		2F	S	The type of answer (e.g. Y/N ratio button, list of values, etc.) to a checklist question.			X			
Answer Type Id		2F	S	The 3-digit area code of a phone number.			X			
Area Code		2F	C/S	A group of fields that hold the information required to open a bank account.			X			
Bank Account		3F	C	A group of fields that hold the information required to open a bank account.			X			
Bill to Address		2F	C	A field to indicate if the product is a bundled package. If yes, the product components of the bundled package are specified in Product Born.			X	X	X	
Bundle Package		2F	S	The date to call the customer back.	cbDate					
Call Back Date		2F	C	The time to call the customer back.	cbTime					
Call Back Time		2F	C	A group of fields that hold the customer's preference for callback.			X	X		
Callback		2F	C	The policy to cancel orders.			X	X		
Cancellation Policy		2F	S	A possible response to any checklist questions.	disAId					
Checklist Answer		1T	S	A unique and meaningless number to identify a checklist answer.	disQId					
Checklist Answer Id		2F	S	A question for a visitor to customize the checklist.			X			
Checklist Question		1T	S	A unique and meaningless number to identify a checklist question.			X			
Checklist Question Id		2F	S	A question to be asked on a checkout page to complete the ordering process.			X			
Checkout Question		1T	S	A unique and meaningless number to identify a checkout question group.	couQGroupId			X	X	
Checkout Question Id		2F	S	A unique and meaningless number to identify a checkout question.	couQId			X	X	
Checkout Question		2F	S	The input from a customer to a checkout question in a checkout question group.	couQValue			X		X

1T Table, 2F: Named Field, 3V: Value Field, 4C: Conceptual
C: Customer only, C/S Customer/System, S: System only
S/S: Security OF, Order Fulfillment, C/S: Customer Service, S/S

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Child Option Id	2F	S	The upsell service option.			X			
Child Product Id	2F	S	The component product of a bundled package.			X			
Citizenship	3V	C	The citizenship of the customer for credit verification.			X	X		
City	2F	C	The city of an address.		X	X	X		
City Id	2F	S	A unique and meaningless number to identify a city.			X			
			The direct unit cost for a change of address order. The cost is applicable for product offerings that will accept change of address requests on line such as magazines or newspapers.						
COA Cost	2F	S			X	X	X		
COA Id	2F	C	A unique and meaningless number to identify an COA request.			X	X		
COA Order Allowed	2F	S	A field to specify if a change of address order can be accepted.		X	X	X		
COA Request	1T	C	An ICOA request confirmed and submitted by a customer.			X	X		
Contact	2F	S	The name of the contact at a partner location.			X	X		
Country	2F	C	The country of an address. For MoversGuide.com, the country will be defaulted to USA.		X	X	X		
Country Id	2F	S	A unique and meaningless number to identify a country.			X			
			A group of fields that hold the information about a customer's credit card. A customer can elect to save the information about a credit card in the system for later use. Otherwise, a customer will have to enter the credit card information for every purchase.		X	X	X		
Credit Card	2F	C							
Credit Card Number	2F	C	The number of a credit card.		X	X	X		X
Credit Card Type ID	2F	C	The type of a credit card (e.g. American Express, Visa, Master, etc.)						
Credit Card Verification	2F	C	The credit card used for ID purposes.		X		X		X
Customer	1T	C	A person that has created an account with MoversGuide.com. The system assigns a unique and meaningless number called customer ID to each customer.			X	X		
Customer Credit Card	1T	C	A credit card record a customer elects to save in the system for later use.			X	X		
Customer Driver License	1T	C	A driver license a customer elects to save on the system for later use.			X	X		
Customer Employment	1T	C	An employment record a customer elects to save in the system for later use.		X	X			
Customer Event	1T	C	A specific event for a customer. For example, if a customer uses MoversGuide.com for 2 moves, there will be 2 customer events on the system - one for each move.			X	X		X
Customer Event Service	1T	C	All the services applicable to a customer event. Each applicable service is also listed as an item on the checklist.			X	X		X
Customer Finance	1T	C	A finance record a customer elects to save in the system for later use.		X	X	X		
Customer ID	2F	C	A unique and meaningless number to identify a customer.			X	X		
Customer Item Maker	1T	C	An item record a customer elects to save in the system for later use.		X	X	X		
Customer Name	1T	C	A name used by a customer, who elects to save it on the system for later use.			X	X		

1T, 1A, 2F: Named Field, 3V: Value Field, 4C: Conceptual
C: Customer only, CS: CustomerSystem, S: System only
SE: Security, OF: Offer Fulfillment, CS: Customer Service, SI: Site Improvement, DE: Delegation

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
			An order confirmed and submitted by a customer to acquire product offerings from a partner for a service. A customer order is at service participation level, which is a combination of service and partner. For example, if a customer orders moving supplies from 2 companies, there will be 2 customer orders. To follow the same logic, if a customer orders LD and cable separately from 1 company, there will be 2 customer orders as well.						
Customer Order	1T	C	A checkout question in a checkout question group and input from the customer required to fill a customer order. If a checkout question is asked twice in different checkout question groups, there will be 2 checkout question detail records.			X	X	X	
Customer Order Detail	1T	C	A unique and meaningful number to identify a customer order.	custOrderId		X	X	X	
Customer Order Id	2F	C	An item (i.e. product offering) on a customer order.			X	X	X	
Customer Order Item	1T	C	A policy regarding customer orders.			X	X	X	
Customer Order	1T	C	The policy regarding customer orders to save in the system for later use.			X	X	X	
Customer Residence	2F	S	The policy regarding Customer Service.			X	X	X	
Customer Service	2F	S	A social security record a customer elects to save in the system for later use.			X	X	X	
Customer Social	1T	C	A field to indicate the applicability of an event service to a customer. If an event service is not customizable, it is applicable to any customer. Otherwise, the applicability of an event service depends on the customer's answers to the event checklist questions. For example, pet related services are customizable since they are only applicable to those who are moving with pets.			X	X	X	
Security Number	2F	S	An event service applicable to an event checklist option.			X	X	X	
Customizable	2F	S	The move-out date for a customer event (i.e. a move on MoversGuide.com).			X	X	X	
Customized Event	1T	S	The move-in date for a customer event (i.e. a move on MoversGuide.com).			X	X	X	
Service	2F	C	The customer's date of birth.			X	X	X	
Date 1	2F	C	A designated answer to a checklist question when it is first displayed.			X	X	X	
Date 2	2F	C	The standard delivery lead time from a partner location to anywhere in the USA.			X	X	X	
Date of Birth	3V	C	A group of fields that hold various descriptions of an object (e.g. product, partner, etc.)			X	X	X	
Default Option	2F	S	The media to be used to deliver a product a customer ordered (e.g. CD, 3 1/2" diskette).			X	X	X	
Delivery Time	2F	S	The direct cost of an item or an order.			X	X	X	
Description	2F	S	A group of fields that hold the various direct costs of a product offering.			X	X	X	
Desired Media	3V	C	The type of directory listing requested at ship to address.			X	X	X	
Direct Cost	2F	C/S	The name (heading) to be displayed on the screen for an object.			X	X	X	
Direct Cost	2F	C/S	The sequence to display an object (e.g. service participation, product offering, etc.)			X	X	X	
Directory Listing Type	3V	C	A unique and meaningful number to identify a cDNA.			X	X	X	
Display Name	2F	S	A group of fields that hold a driver license issued by a state for credit verification.			X	X	X	
Display Sequence	2F	S	The number of a driver license used by a customer for credit verification.			X	X	X	
Dma Id	2F	S				X	X	X	
Driver License	2F	C				X	X	X	
Driver License	2F	C				X	X	X	
Number	2F	C				X	X	X	

1T: Text, 2F: Named Field, 3V: Value Field, 4C: Conceptual
 C: Customer only, CS: Customer/Systems, S: System only
 SE: Security, OF: Order Payment, CS: Customer Service, SI: Site Improvement, DE: Delegating

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Duration	2F	S	The lead time in number of days.		X	X	X		
Effective Date	2F	S	A group of fields that specify the valid time period of an object.		X	X	X		
Email Address Sent	2F	C	The email address to which the system sent the LOCA email confirmation.		X	X	X		
Email Confirmation Time Stamp	2F	C	The time the system sent the email confirmation to the customer's email account.		X	X	X		
Email Sent Time Stamp	2F	C	The time the system sent the email confirmation to the customer's email account.		X	X	X		
Employer Name	2F	C	The name of a customer's employer for credit verification.		X	X	X		
Employment	2F	C	A group of fields that hold the customer's employment history for credit verification.		X	X	X		
Employment Status	2F	C	The status with the employer for credit verification. 1 - current. 2 - concluded.		X	X	X		
Event	1T	S	A significant incident for a person. Examples are moving, retiring, getting driver's license, etc.		X				
Event Checklist	1T	S	A combination of a checklist question and one of its acceptable answers for an event.		X				
Option	1T	S	A checklist question for an event.		X				
Event Checklist	1T	S	A checklist question for an event.		X				
Question	1T	S	A unique and meaningful number to identify an event.		X				
Event Id	2F	C/S	A unique and sequential number to a customer to indicate a particular customer event (e.g. a move)		X			X	
Event Sequence	2F	C	A service applicable to an event.		X		X	X	
Event Service	1T	S	A checkout question applicable to an event service regardless of partners offering the products.		X		X		
Checkout Question	1T	S	A group of relevant products in one service. For example, Room Package is an option for the Moving Supplies service.		X		X		
Event Service Option	1T	S	The 3-digit exchange code of a phone number.		X		X		
Exchange	2F	C/S	The expiration date of an object (e.g. credit card, driver license, etc.)		X		X		
Expiration Date	2F	C	The unit cost of express shipping.		X		X		
Express Shipping	2F	C	The method to calculate the express shipping cost. 1 - by percentage based on the sales amount and 2 - per basis (i.e. order or product offering) regardless of sales amount.		X		X		
Cost	2F	C/S	The role of the express shipping cost. 1 - overwrite the regular shipping cost and 2 - add to the regular shipping cost.		X		X		
Express Shipping Cost Calculation	2F	S	The extra cost of an item or an order.		X		X		
Basis Id	2F	S	A group of fields that hold the various extra costs of an order or a product offering.		X		X		
Express Shipping Role Id	2F	C	The first name of a person.		X		X		
Extra Cost	2F	C	The unit cost of handling.		X		X		
Extra Cost	2F	C	The method to calculate the handling cost. 1 - by percentage based on the sales amount and 2 - per basis (i.e. order or product offering) regardless of sales amount.		X		X		
Finance	2F	C	The heavy color to be used for an object.		X		X		
First Name	2F	C			X		X		
Handling Cost	2F	C/S			X		X		
Calculation Basis Id	2F	S			X		X		
Heavy Color	2F	S			X		X		

1T: Table, 2F: Name Field, 3F: Value Field, 4C: Conceptual
C: Customer only, CS: Customer/System, S: System only
SE: Shipping, 1: Order Customer, CS: Customer Service, S: the Improvement, DE: Debiting

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Household Member	4C		A household member is a person for whom a customer uses his/her proven identity to acquire services on MoversGuide.com.						
ICOA Time Stamp	2F	C	The time a customer confirms and submits an ICOA request.		X	X	X		X
ID Verification	1T	C	An identification verification record.		X	X	X	X	
ID Verification ID	2F	C	A unique and meaningless number to identify an ID verification.		X	X	X		
Image	2F	S	The location of the image file for an object.		X	X	X		
Item Maker	2F	C	A group of fields that hold the maker information of an item.		X	X	X		
Item Status	3V	C	The status of an item (e.g. moveable car to be transported).		X	X	X		
Last Commit	2F	C	The time a record was last updated.		X	X	X		
Last Name	2F	C	The last name of a person.		X	X	X		
Lead Time	2F	S	A group of fields that hold the fields required to calculate the lead time of an event service.		X	X	X		
Lead Time Basis	2F	S	The basis to calculate the lead time of a service. 1 - move out date. 2 - move in date. 3 - the earlier of the two. 4 - the later of the two.		X	X	X		
Length	2F	S	The length of an object to be displayed on the screen.		X	X	X		
Light Color	2F	S	The light color to be used for an object.		X	X	X		
Link	2F	S	The URL for an object.		X	X	X		
Location Id	2F	C/S	A unique and meaningless number within a partner to identify a partner location.		X	X	X	X	
Long Description	2F	C/S	Long length text description (2000 characters) of an object.		X	X	X		
Long Distance									
Provider	3V	C	The long distance service provider at the ship to address.			X	X		
Manufacturer	2F	C	The manufacturer of an item.			X	X		
Marketing Answer				MarkATypid					
Type Id	2F	S	A unique and meaningless number to identify a type of answer (e.g. Y/N, age listing, etc.) for marketing questions.		X				
Marketing Question Id	2F	S	A unique and meaningless number within a service participation to identify a marketing question.	MarkQId		X	X	X	
Match Method Id	2F	S	A unique and meaningless number to identify the method to locate a partner location. 1 - by state. 2 - by city. 3 - by county. 4 - by dma. 5 - by zip5. 6 - by designated zip5. 7 - by designated zip9.			X	X		
Maximum Answer	2F	S	The maximum number of answers a checklist question will accept.			X			
Maximum Order	2F	S	The calendar day duration to calculate maximum order quantity. For example, if a customer can order no more than 5 magazines per week, the maximum order duration will be set to 7.			X			
Duration	2F	S	The maximum number of product offerings a customer can order. For example, if it is set to 1 for a product, a customer can only order quantity of 1 for the product. If it is set to 1 for an event service option, a customer can only order 1 product from the option for the quantity of 1. If it is set to 1 for an event service, a customer can only order 1 product from the service regardless of options for the quantity of 1. If the field has NULL value, it means there is no order quantity restriction.		X	X			
Maximum Order Quantity	2F	S	The medium color to be used for an object.		X	X	X		
Medium Color	2F	S	Medium length text description (1000 characters) of an object.		X	X	X		
Medium Description	2F	C/S	The middle name of a person.		X	X	X		
Middle Name	2F	C	The model of an item.		X	X	X		
Model	2F	C				X	X		

1T: Title, 2F: Named Field, 3V: Value Field, 4C: Conceptual
 C: Character, S: String, V: Value, Y/N: Yes/No, C/S: Character/String
 CS: Security, OF: Outer Framework, CS: Customer Service, SI: Site Improvement, DE: Delegation

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Model Year	2F	C	The year for the model of an item.			X	X		
Monthly Mortgage	2F	C	The monthly mortgage payment of a customer for credit verification.			X	X		
Monthly Rent	2F	C	The monthly rent of a customer for credit verification.			X	X		
Monthly Salary	2F	C	The monthly salary income of a customer for credit verification.			X	X		
MVL Time Stamp	2F	C	The time the system processed the ICOA request and created a file for MVL processing.			X	X		
Name	2F	S	The name of an object.			X	X		
Name Id	2F	C	A unique and meaningless number within a customer to identify a saved name.			X	X		
New Address	2F	C	A unique and meaningless number within a customer to identify a saved name.			X	X		
New Construction	3V	C	A field to indicate if the building at the ship to address is a new building.			X	X		
New Cost	2F	S	The direct unit cost for a new order. Most product offerings will have new costs.			X	X		
New Order Allowed	2F	S	A field to specify if a new order can be accepted.			X	X		
No Extra Cost									
Minimum	2F	S	The minimum sales amount to waive all the extra costs.			X	X		
Number of Calling									
Cards	3V	C	The number of calling card a customer ordered.			X	X		
Old Address	2F	C	The old address on an ICOA request record.			X	X		
Option Id	2F	S	A unique and meaningless number within a service for an option.			X			
Option Type Id	2F	S	A field to indicate the option is a standalone option or an upsell option. 1 - standalone. 2 - upsell.			X			
Order Date	2F	C	The date a customer order was placed.			X	X		
Order Status	2F	C	The status of a customer order. 1 - open. 2 - processed. 3 - closed.			X	X		
			A group of fields that specify the parameters to accept an order for a particular event (i.e. a move on MoversGuide.com). Order options are available at Event Service, Event Service			X	X		
OrderOption	2F	S	Option, and Product levels.			X	X		
Parent Option Id	2F	S	The standalone service option.			X	X		
Parent Product Id	2F	S	The bundled package.			X	X		
Partner	1T	S	An entity that does business with MoversGuide.com.			X	X		
Partner Assigned Id	2F	C/S	The ID assigned by a partner for an object.			X	X		
Partner Id	2F	C/S	A unique and meaningless number to identify a partner.			X	X		
			A logically unique location for a partner to organize its product offerings. In general, the number of partner locations for a partner will be consistent with the match method specified for the service participation with the exception of zip5 and zip9 match. For instance, if the match method is by state, each state the partner serves should have a partner location. If a cable company offers the same products in two states with different pricing, there will be 2 partner locations in the system for the cable company although it may only have one physical location in one of the two states.			X	X		
Partner Location	1T	S				X	X		
Partner Location Zip5				PartLocZip5Mat					
Match	1T	S	A record to specify a partner location serving a particular zip5.	ch		X	X		

1T: Table, 2F: Named Field, 3V: Value Field, 4C: Conceptual
C: Customer only, CS: Customer/System, S: System only
SE: Security, OF: Order Fulfillment, CS: Customer Service, SI: Site Improvement, DE: Delegation

TERM	LOB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Partner Location Zip9 Match	1T	S	A record to specify a partner location serving a particular zip9. This table will be running the risk of becoming too large to be managed if many partners have match method of zip9. There are 3MM zip9s in the country and potentially this table can be > 30MM records, which makes any real-time retrieval with reasonable response time close to impossible without special hardware and software.	PartLocZip9Match		X			
Partner Type Id	2F	C/S	A field to indicate a partner type. 1 - service provider. 2 - distribution channel. For each relationship a partner has with MoversGuide.com, a partner record will be set up.			X		X	
Password	2F	C	A password created and maintained by a customer to match an account name.	pName	X	X			
Person	2F	C	A group of fields that hold a name.		X	X			
Phone	2F	C/S	A group of fields that hold a phone number.		X	X			
Phone Number	2F	C/S	The 4-digit number following the exchange code of a phone number.		X	X			
PO Box	2F	C	The PO Box of an address if applicable.		X	X			
Policy	2F	S	A group of fields that hold various policies of an object (e.g. partner, USPS, etc.)		X	X			
Position	2F	C	The description of a customer's title with an employer for credit verification.		X	X			
Presentation	2F	S	A group of fields that specify how an object will be displayed on the site.		X	X			
Privacy Policy	2F	S	The policy regarding privacy.		X	X			
Processing Log	2F	C	A group of fields that document the processing steps of an ICOA request.		X	X			
Product	1T	S	A product from a partner for a service option.			X	X	X	
Product Bom			A record that documents the relationship between a bundled package and one of its component products. If a bundled package has 3 components, there will be 3 Product Bom records. Of course, all four products including the bundled package and the 3 components need to be set up as products first in the Product table.			X	X	X	
Product Id	1T	S	A unique and meaningless number to identify a product.			X	X	X	
Product Offering	1T	S	A product offered by a partner location.			X	X	X	
Quantity	2F	C/S	Number of an object.			X	X	X	
Quote Policy	2F	S	The policy regarding quotes given out on the site.		X	X			
Record Log	2F	C	A group of fields to document the last update of an record.		X	X			
Regular Shipping Cost	2F	C/S	The unit cost of regular shipping.		X	X			
Regular Shipping Cost Calculation Basis	2F	S	The method to calculate the regular shipping cost. 1 - by percentage based on the sales amount and 2 - per basis (i.e. order or product offering) regardless of sales amount.		X	X			
Reminder Answer	2F	C	The answer to the reminder question. It is created and maintained by a customer. See Reminder Question for more details.		X		X		
Reminder Question	2F	C	A question created and maintained by a customer. If a customer forgets his/her password, the system can display this question and prompt the customer to enter an answer. If the answer matches the one stored in the system, the system will send the password to the customer's email account without the user name.		X		X		
Renewal Cost	2F	S	The direct unit cost for a renewal order. This cost is applicable for product offerings that can be renewed such as magazines or newspapers.		X	X			X

1T: Table, 2F: Named Field, 3V: Value Field, 4C: Conceptual
C: Character, S: String, C/S: Character/String, S/S: String/String
SE: Security, OF: Order Fulfillment, CS: Customer Service, SI: Site Improvement, DE: Designing

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Renewal Order Allowed	2F	S	A field to specify if a renewal order can be accepted.		X	X	X	X	X
Reorder Allowed	2F	S	A field to indicate if a customer can reorder.		X	X	X	X	
Residence Required	2F	C	A field to indicate if a null value is required.		X	X	X	X	
Result Description	2F	C	A field that holds the states a customer has had residence established in the past.		X	X	X	X	
Result Id	2F	C	The verification result description returned by the verifier.	resultDesc	X	X	X	X	
Route	2F	C	The verification result id returned by the verifier.		X	X	X	X	
Sequence Id	2F	C	The rural route ID of an address if applicable.		X	X	X	X	
	2F	C	A number to identify the sequence of a record.		X	X	X	X	
			A clearly identifiable work a person performs during an event. On MoversGuide.com, each item on the checklist is a service. The characteristics of a service include one set of description fields. Several cohesive options to group the products for the service, several service providers, and one set of check out questions. A service can be available to several events and vice versa.			X			
Service	1T	S	A grouping of services for illustration and usability purposes for the customers. There is no specific function to be performed on a service group.						
Service Group	1T	S	A method to group related products available to a service.			X			
Service Option	1T	S	A record that documents a partner's participation in a service.			X	X	X	
Service Participation	1T	S	A checkout question in a checkout question group to be asked for a particular service participation. This table is used to store the checkout questions specific to a service participation.			X	X	X	
Checkout Question	1T	S	A marketing question to be asked for a service participation at the end of the checkout process. The difference between a marketing question and a checkout question is that no validation will be done to the answer of a marketing question.			X	X	X	
Service Participation	1T	S	A group of field that holds an address to receive goods or services.			X	X	X	
Marketing Question	1T	S	The policy regarding shipping.			X	X	X	
Ship to Address	3V	C	Short length text description (240 characters) of an object.			X	X	X	
Shipping Policy	2F	S	A social security number for credit verification.			X	X	X	
Short Description	2F	C/S	The social security number used by a customer.			X	X	X	
Social Security	2F	C	The beginning of an effective date. This field is a date time field.			X	X	X	
Number	2F	C	The USPS designated 2-letter state abbreviation.			X	X	X	
SSN	2F	C	A 2-letter USPS designated state abbreviation.			X	X	X	
Start Date	2F	S	The status of a customer event service, which is also a checklist item. 1 - Open, 2 - Completed.	custEventServiceStatus		X	X	X	
State	2F	C	The end of an effective date. This field is a date time field. A NULL value for the field represents that the object will be valid forever after the start date.			X	X	X	
State Id	2F	S	The suffix in a person's name.			X	X	X	
Status	2F	C	The reason an ICOA request is suspended and waiting for manual review.			X	X	X	
Stop Date	2F	S	The time an ICOA request is suspended.			X	X	X	
Suffix	2F	C				X	X	X	
Suspension Reason	2F	C				X	X	X	
Suspension TS	2F	C				X	X	X	

TERM	LDB	C/S	DEFINITION	Alias	SE	OF	CS	SI	DE
Suspension User Name	2F	C	The user name of the subject that suspended an ICOA request.		X	X	X		
Time Zone	2F	C	A US time zone on which the call back time is based.		X	X	X		
Title	2F	C	The title in a person's name.		X	X	X		
Total Cost	2F	C	The total cost of an item or an order.		X	X	X	X	
Unit ID	2F	C	The unit ID of an address if applicable.		X	X	X	X	X
UOM	2F	S	Unit of measure of an object.		X	X	X	X	X
Upsell Option	2F	S	A record that documents the relationship between a standalone service option and an upsell service option.			X	X		X
User Name	2F	C	The name of user account to access the database.		X	X	X	X	X
Verification type Id	2F	C	The name of ID verification. 1 - digital certificate. 2 - credit card.	verifytypeId	X	X	X	X	
Verifier	2F	C	The entity that confirms the verification of the Id.		X	X	X	X	
			A set of contiguous activities on MoversGuide.com by a visitor. When a visitor first comes to MoversGuide.com, the system assigns a unique and meaningless text string called session ID and a unique and meaningless number called visit ID to signify the beginning of a visit session. Since Internet is a stateless environment, the session ID is a common practice and necessary for on-line transaction processing purposes. The system will automatically terminate a visit session based on a pre-determined duration of inactivity. The system will track the visit statistics including the browser's environment variables and the page visited. The visit ID will be tied to a customer ID if the visitor chooses to create an account on MoversGuide.com.						
Visit	1T	C	A unique and meaningless number assigned to each session.		X	X	X	X	
Visit Id	2F	C	A person who visits MoversGuide.com.		X	X	X	X	
Visitor	4C		The policy regarding warranty.		X	X	X		
Warranty Policy	2F	S	The field to indicate if a service can begin on a weekend day. If not, the start date of a service will the Friday before the weekend.		X	X	X		
Weekend Allowed	2F	S	A 2dp5 record.		X	X	X		
Zip Code 5	1T	S	A 2dp9 record.		X	X	X		
Zip Code 9	1T	S	The 5-digit Zip code of an address.		X	X	X		
ZIP5	2F	C/S	The 5-digit Zip code of an address.		X	X	X		
ZIP9	2F	C/S	The 9-digit Zip code of an address.		X	X	X		

/* User-defined Objects used in Tables

Account

(
accountName	VARCHAR2(20)	,
password	VARCHAR2(10)	,
reminderQ	VARCHAR2(40)	,
reminderA	VARCHAR2(40)	,
)		

Address

(
addr1	VARCHAR2(60)	,
addr2	VARCHAR2(60)	,
poBox	VARCHAR2(20)	,
route	VARCHAR2(40)	,
city	VARCHAR2(40)	,
state	VARCHAR2(40)	,
country	VARCHAR2(40)	,
unitId	VARCHAR2(20)	,
zip5	Number	,
zip9	Number	,
)		

CallBack

(
cbDate	VARCHAR2(20)	Not Null,
cbTime	VARCHAR2(20)	Not Null,
timeZone	VARCHAR2(10)	Not Null
)		

CreditCard

(
typeId	Number	Not Null,
ccNumber	VARCHAR2(40)	Not Null,
pName	PersonName	Not Null,
expirationDate	Date	Not Null,
addr	Address	
)		

Description

(
name	VARCHAR2(40)	Not Null,
image	VARCHAR2(240)	,
link	VARCHAR2(240)	,
partnerAssignedId	VARCHAR2(240)	,
mdesc	VARCHAR2(1000)	,
ldesc	VARCHAR2(2000)	,
)		

DirectCost

(
newCost	Number	,
renewalCost	Number	,
coaCost	Number	,
)		

DriverLicense

(

<i>stateId</i>	<i>VARCHAR2(10)</i>	<i>Not Null,</i>
<i>dlNumber</i>	<i>VARCHAR2(40)</i>	<i>Not Null,</i>
<i>expirationDate</i>	<i>Date</i>	<i>Not Null</i>

EffectiveDate

(
<i>startDate</i>	<i>Date</i>	<i>Not Null,</i>
<i>stopDate</i>	<i>Date</i>	
)		

Employment

(
<i>employerName</i>	<i>VARCHAR2(40)</i>	<i>Not Null,</i>
<i>employmentStatus</i>	<i>Number</i>	<i>Not Null,</i>
<i>position</i>	<i>VARCHAR2(40)</i>	<i>Not Null</i>
)		

ExtraCost

(
<i>regShipCostCalcBasisId</i>	<i>Number</i>	,
<i>regShipCost</i>	<i>Number</i>	,
<i>handlingCostCalcBasisId</i>	<i>Number</i>	,
<i>handlingCost</i>	<i>Number</i>	,
<i>expShipCostCalcBasisId</i>	<i>Number</i>	,
<i>expShipCost</i>	<i>Number</i>	,
<i>expShipRoleId</i>	<i>Number</i>	,
<i>noExtraCostMin</i>	<i>Number</i>	
)		

Finance

(
<i>monthlyRent</i>	<i>Number</i>	<i>Not Null,</i>
<i>monthlyMortgage</i>	<i>Number</i>	<i>Not Null,</i>
<i>monthlySalary</i>	<i>Number</i>	<i>Not Null,</i>
<i>numberOfDependents</i>	<i>Number</i>	<i>Not Null</i>
)		

ItemMaker

(
<i>manufacturer</i>	<i>VARCHAR2(40)</i>	<i>Not Null,</i>
<i>model</i>	<i>VARCHAR2(40)</i>	<i>Not Null,</i>
<i>modelYear</i>	<i>Number</i>	<i>Not Null</i>
)		

LeadTime

(
<i>basisId</i>	<i>Number</i>	,
<i>duration</i>	<i>Number</i>	,
<i>weekendAllowed</i>	<i>boolean</i>	
)		

OrderOption

(
<i>newOrderAllowed</i>	<i>Boolean</i>	<i>Not Null,</i>
<i>renewOrderAllowed</i>	<i>Boolean</i>	<i>Not Null,</i>
<i>coaOrderAllowed</i>	<i>Boolean</i>	<i>Not Null,</i>
<i>maxOrderQty</i>	<i>Number</i>	<i>Not Null,</i>

maxOrderDuration	Number	Not Null,
reorderAllowed	Boolean	Not Null,
)		

PersonName

(
title	VARCHAR2(40)	,
fname	VARCHAR2(40)	,
mname	VARCHAR2(40)	,
lname	VARCHAR2(80)	,
suffix	VARCHAR2(10)	
)		

Phone

(
areaCode	VARCHAR2(10)	,
exchange	VARCHAR2(10)	,
phoneNum	VARCHAR2(10)	
)		

Policy

(
cancellation	VARCHAR2(2000)	,
shipping	VARCHAR2(2000)	,
customerService	VARCHAR2(2000)	,
privacy	VARCHAR2(2000)	,
customerOrder	VARCAHR2(2000)	,
warranty	VARCHAR2(2000)	,
quote	VARCHAR2(2000)	,
)		

Presentation

(
lColor	VARCHAR2(40)	,
mColor	VARCHAR2(40)	,
hcolor	VARCHAR2(40)	,
font	VARCHAR2(40)	
)		

ProcessingLog

(
icoaTS	Date	,
emailAddressSent	VARCHAR2(240)	,
emailSentTS	Date	,
emailConfirmationTS	Date	,
mvITS	Date	,
suspensionReasonId	Number	,
suspensionTS	Date	,
SuspensionUserName	VARCHAR2(240)	
)		

RecordLog

(
userName	VARCHAR2(240)	Not Null,
lastCommit	Date	Not Null
)		

SocialSecurityNumber

(

ssn	VARCHAR2(10)	Not Null
)		
Zip5Ref		
(
cityId	Number	Not Null,
countyId	Number	Not Null,
stateId	VARCHAR2(10)	Not Null,
DmaId	Number	Not Null
)		

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/* Tables

AddressType

(
id	Number	Not Null,
sdesc	VARCHAR2(240)	Not Null
)		

Primary Key (id)

ChecklistAnswer

(
id	Number	Not Null,
sdesc	VARCHAR2(40)	Not Null,
recordLog	RecordLog	
)		

Primary Key (id)

EventChecklistQuestion

(
eventId	Number	Not Null,
qid	Number	Not Null,
effectiveDate	EffectiveDate	,
displaySequence	Number	Not Null,
answerTypeid	Number	,
maxAnswer	Number	,
recordLog	RecordLog	
)		

EventChecklistOption

(
eventId	Number	Not Null,
clistQid	Number	Not Null,
clistAid	Number	Not Null,
defaultOption	Boolean	Not Null,
serviceId	Number	Not Null,
recordLog	RecordLog	
)		

Primary Key (eventId, cListQid, clistAid)

ChecklistQuestion

(
id	Number	Not Null,
ndesc	VARCHAR2(1000)	Not Null,
recordLog	RecordLog	
)		

Primary Key (id)

CheckoutQuestion

(
id	Number	Not Null,
name	VARCHAR2(40)	Not Null,
length	Number	Not Null
anchorfield	Boolean	Not Null
)		

Primary Key (id)

CoaRequest

(

id	Number	Not Null,
processingLog	ProcessingLog	,
customerId	Number	Not Null,
personName	PersonName	Not Null,
email	VARCHAR2(240)	Not Null,
oldAddress	Address	Not Null,
newAddress	Address	Not Null,
effectiveDate	EffectiveDate	Not Null,
recordLog	RecordLog	Not Null

)
Primary Key (id)

CreditCardVerification

(
idVerificationId	Number	Not Null,
creditCard	CreditCard	

)
Primary Key (id)

Customer

(
id	Number	Not Null,
personName	PersonName	,
email	VARCHAR2(240)	,
account	Account	,
recordLog	RecordLog	

)
Primary Key (id)

CustomerAddress

(
customerId	Number	Not Null,
sequenceId	Number	,
addrTypeId	Number	,
address	Address	,
recordLog	RecordLog	

)
Primary Key (customerId,sequenceId)

CustomerCreditCard

(
customerId	Number	Not Null,
sequenceId	Number	,
creditCard	CreditCard	,
recordLog	RecordLog	

)
Primary Key (customerId,sequenceId)

CustomerDriverLicense

(
customerId	Number	Not Null,
sequenceId	Number	,
driverLicense	DriverLicense	,
recordLog	RecordLog	

)
Primary Key (customerId,sequenceId)

CustomerEmployment

(
<i>customerId</i>	<i>Number</i>	<i>Not Null,</i>
<i>sequenceId</i>	<i>Number</i>	,
<i>employment</i>	<i>Employment,</i>	
<i>recordLog</i>	<i>RecordLog</i>	
)		

Primary Key (customerId,sequenceId)

CustomerEvent

(
<i>customerId</i>	<i>Number</i>	<i>Not Null,</i>
<i>eventSequence</i>	<i>Number</i>	<i>Not Null,</i>
<i>eventId</i>	<i>Number</i>	<i>Not Null,</i>
<i>date1</i>	<i>Date</i>	,
<i>date2</i>	<i>Date</i>	,
<i>recordLog</i>	<i>RecordLog</i>	
)		

Primary Key (customerId, eventSequence)

CustomerEventService

(
<i>customerId</i>	<i>Number</i>	<i>Not Null,</i>
<i>eventSequence</i>	<i>Number</i>	<i>Not Null,</i>
<i>serviceId</i>	<i>Number</i>	<i>Not Null,</i>
<i>custEventServiceStatus</i>	<i>Number</i>	<i>Not Null,</i>
<i>effectiveDate</i>	<i>EffectiveDate</i>	<i>Not Null,</i>
<i>displaySequence</i>	<i>Number</i>	<i>Not Null,</i>
<i>recordLog</i>	<i>RecordLog</i>	
)		

Primary Key (customerId, eventSequence,serviceId)

CustomerFinance

(
<i>customerId</i>	<i>Number</i>	<i>Not Null,</i>
<i>sequenceId</i>	<i>Number</i>	,
<i>finance</i>	<i>Finance,</i>	
<i>recordLog</i>	<i>RecordLog</i>	
)		

Primary Key (customerId,sequenceId)

CustomerItemMaker

(
<i>customerId</i>	<i>Number</i>	<i>Not Null,</i>
<i>sequenceId</i>	<i>Number</i>	,
<i>itemMaker</i>	<i>ItemMaker</i>	<i>Not Null,</i>
<i>recordLog</i>	<i>RecordLog</i>	
)		

Primary Key (customerId,sequenceId)

CustomerName

(
<i>customerId</i>	<i>Number</i>	<i>Not Null,</i>
<i>sequenceId</i>	<i>Number</i>	,
<i>personName</i>	<i>PersonName</i>	,
<i>recordLog</i>	<i>RecordLog</i>	
)		

Primary Key (customerId,sequenceId)

CustomerOrder

(
id	Number	Not Null,
customerId	Number	Not Null,
eventId	Number	Not Null,
eventSequence	Number	,
serviceId	Number	Not Null,
orderDate	Date	Not Null,
effectiveDate	Date	,
orderStatus	Number	Not Null,
partnerId	Number	Not Null,
directCost	Number	,
extraCost	Number	,
totalCost	Number	,
recordLog	RecordLog	

Primary Key (id)

CustomerOrderCheckoutDetail

(
custOrderId	Number	Not Null,
courtGroupId	Number	Not Null,
courtId	Number	Not Null,
courtQValue	VARCHAR2(240)	,
recordLog	RecordLog	

Primary Key (custOrderId, courtGroupId, courtId)

CustomerOrderItem

(
custOrderId	Number	Not Null,
productId	Number	Not Null,
quantity	Number	Not Null,
partnerId	Number	Not Null,
locationId	Number	Not Null,
directCost	Number	,
extraCost	Number	,
totalCost	Number	,
recordLog	RecordLog	

Primary Key (custOrderId, productId)

CustomerResidence

(
customerId	Number	Not Null,
residenceId	Number	Not Null,
residence	VARCHAR2(240)	Not Null,
recordLog	RecordLog	

Primary Key (customerId, residenceId)

CustomerSocialSecurityNumber

(
customerId	Number	Not Null,
socialSecurityId	Number	Not Null,
socialSecurityNumber	SocialSecurityNumber,	

recordLog *RecordLog*

)

Primary Key (customerId, socialSecurityId)

CustomizedEventService

(
eventId	Number	Not Null,
clistQId	Number	Not Null,
clistAId	Number	Not Null,
serviceId	Number	Not Null
)		

Primary Key (eventId, clistQId, clistAId, serviceId)

Event

(
id	Number	Not Null,
description	Description	,
recordLog	RecordLog	Not Null
)		

Primary Key (lifeEventID)

EventService

(
eventId	Number	Not Null,
serviceId	Number	Not Null,
serviceGroupId	Number	Not Null,
Customizable	Boolean	Not Null,
displaySequence	Number	Not Null,
description	Description	,
leadTime	LeadTime	,
effectiveDate	EffectiveDate	,
orderOption	OrderOption	,
recordLog	RecordLog	
)		

Primary Key (eventId, serviceId)

EventServiceCheckoutQuestion

(
eventId	Number	Not Null,
serviceId	Number	Not Null,
courtGroupId	Number	Not Null,
courtQId	Number	Not Null,
required	Boolean	Not Null
displaySequence	Number	Not Null,
displayName	VARCHAR2(40)	,
effectiveDate	EffectiveDate	,
recordLog	RecordLog	
)		

Primary Key (eventId, serviceId, courtGroupId, courtQId)

EventServiceOption

(
eventId	Number	Not Null,
serviceId	Number	Not Null,
optionId	Number	Not Null,
optionTypeId	Number	Not Null,
displaySequence	Number	Not Null,
description	Description	,
)		


```

effectiveDate      EffectiveDate      ,
orderOption        OrderOption        ,
recordLog          RecordLog
)
Primary Key (eventId, serviceId, optionId)

```

```

IdVerification
(
id                Number              Not Null,
visitId          Number              Not Null,
veriTypeId       Number              Not Null,
verifier         VARCHAR2(240)       Not Null,
resultId         Number              Not Null,
resultDesc       VARCHAR2(240)       Not Null,
recordLog        RecordLog
)
Primary Key (id)

```

```

PartLocZip5Match
(
zip5              Number              Not Null,
partnerId        Number              Not Null,
locationId       VARCHAR2(40)        Not Null,
effectiveDate     EffectiveDate      ,
recordLog        RecordLog
)
Primary Key (zip5,partnerId,locationId)

```

```

PartLocZip9Match
(
zip9              Number              Not Null,
partnerId        Number              Not Null,
locationId       VARCHAR2(40)        Not Null,
effectiveDate     EffectiveDate      ,
recordLog        RecordLog
)
Primary Key (zip9,partnerId,locationId)

```

```

Partner
(
id                Number              Not Null,
name              VARCHAR2(40)        Not Null,
partnerTypeId     Number              Not Null,
description       Description          ,
presentation      Presentation        ,
recordLog        RecordLog
)
Primary Key (id)

```

```

PartnerLocation
(
partnerId        Number              Not Null,
locationId       Number              Not Null,
address          Address              ,
phone            Phone                ,
description      Description          ,
contact          PersonName          ,
deliveryTime     Number              ,

```

effectiveDate	EffectiveDate	,
zip5Ref	Zip5Ref	,
recordLog	RecordLog	

)

Primary Key (partnerId,locationId)

Product

(
id	Number	Not Null,
description	Description	,
eventId	Number	Not Null,
serviceId	Number	Not Null,
optionId	Number	Not Null,
displaySequence	Number	Not Null,
bundlePackage	boolean	Not Null,
orderOption	OrderOption	,
recordLog	RecordLog	

)

Primary Key (id)

ProductOffering

(
partnerId	Number	Not Null,
locationId	VARCHAR2(40)	Not Null,
productId	Number	Not Null,
effectiveDate	EffectiveDate	,
uom	VARCHAR2(40)	Not Null,
directCost	DirectCost	,
extraCost	ExtraCost	,
description	Description	,
recordLog	RecordLog	

)

Primary Key (partnerId,locationId,productId)

ProductBom

(
parentProductId	Number	Not Null,
childProductId	Number	Not Null,
quantity	Number	Not Null,
recordLog	RecordLog	

)

Primary Key (parentProductId, childProductId)

Service

(
id	Number	Not Null,
description	Description	,
effectiveDate	EffectiveDate	,
recordLog	RecordLog	Not Null

)

Primary Key (serviceId)

ServiceGroup

(
id	Number	Not Null,
description	Description	,
recordLog	RecordLog	

)

Primary Key (id)

ServiceParticipation

```
(
partnerId          Number          Not Null,
eventId           Number          Not Null,
serviceId         Number          Not Null,
matchMethodId     Number          Not Null,
eccLevel          Number          Not Null,
effectiveDate     EffectiveDate
displaySequence   Number          ,
description       Description      ,
extraCost         ExtraCost       ,
policy            Policy          ,
recordLog         RecordLog
)
```

Primary Key (partnerId, eventId, serviceId)

ServiceParticipationCheckoutQuestion

```
(
eventId           Number          Not Null,
serviceId         Number          Not Null,
partnerId         Number          Not Null,
coutQGroupId      Number          Not Null,
coutQId           Number          Not Null,
required          Boolean         Not Null,
displaySequence   Number          Not Null,
displayName       VARCHAR2(40)    ,
effectiveDate     EffectiveDate   ,
recordLog         RecordLog
)
```

Primary Key (eventId,serviceId,partnerId,qGroupId,qId)

ServiceParticipationMarketingQuestion

```
(
partnerId         Number          Not Null,
eventId           Number          Not Null,
serviceId         Number          Not Null,
markQId           Number          Not Null,
effectiveDate     EffectiveDate   ,
sdesc            VARCHAR2(240)    Not Null,,
markATypeId       Number          Not Null,
recordLog         RecordLog
)
```

Primary Key (partnerId, eventId, serviceId, qId)

UpsellOption

```
(
eventId           Number          Not Null,
serviceId         Number          Not Null,
parentOptionId    Number          Not Null,
childOptionId     Number          Not Null,
recordLog         RecordLog
)
```

Primary Key (eventId,serviceId,parentOptionId,childOptionId)

Visit

(

visitId	Number	Not Null,
pageId	Number	Not Null,
customerId	Number	,
recordLog	RecordLog	Not Null
)		
Primary Key (visitId,recordLog)		

zipCode5		
(
zip5	Number	Not Null,
cityId	Number	Not Null,
countyId	Number	Not Null,
stateId	VARCHAR2(10)	Not Null,
dmald	Number	Not Null,
recordLog	RecordLog	
)		
Primary Key (zip5)		

zipCode9		
(
zip9	Number	Not Null,
recordLog	RecordLog	
)		
Primary Key (zip9)		

Trigger Name

Arrival of MoversGuide.com visit request

Trigger Type

External

Frequency

10,000 visitors per day from 8 A.M. to 8 P.M. 200 active sessions during peak time.

Business Transaction

Respond to MoversGuide.com Visit Request

Description

There is only one entry point to MoversGuide.com, which is the home page. After receiving a visit request, the system directs a visitor to the home page and begins a visit session. The home page has two frames and a visitor can click on the following actionable items in each frame.

Top Frame

The actionable items are as follows:

- USPS.com
- Privacy
- About Us
- Help
- Home
- Change of Address
- Shopping
- Info Center
- Login

The top frame remains throughout a visit to the site.

Content Frame

The actionable items are as follows:

- Change Address Online with US Postal Service
- Notify Friends and Family about Change of Address
- Get a Moving Checklist
- Get Driving Direction
- Get Community Information
- Get Important Phone Numbers
- Rent a Truck
- Purchase Moving Supplies
- Connect and Disconnect Cable
- Connect and Disconnect Local Phone
- Connect and Disconnect Long Distance Phone
- Connect and Disconnect ISP
- Connect and Disconnect Wireless
- Connect and Disconnect Utilities

- Purchase New Furniture
- Subscribe to Newspapers
- Get Local Maps
- Get Pet Service
- Get Banking Service

A visit session may be terminated based on a pre-determined duration of inactivity.

Issue

- ~~How to deal with bookmark issue for pages other than the home page?~~ Included in error handling of every page.
- Do we need to provide specific logout option? (SB)
- Do we need 2-frame? If not, how to deal with framed services? (SM)
- What to do with disconnect services since most of them will not be available for April 2000? (JT)
- Need to specify the timeout parameters and messages. (JT)
- Do we need to have copyright notice throughout the site? (SB)
- *What is the definition of a customer? (SB, JT)*

Action Diagram

Present the Home Page;

WHILE (Not Done)

CASE User Option

"Change Address Online with US Postal Service"

Provide ICOA Service;

"Notify Friends and Family about Change of Address"

Provide COA Notification Service;

"Get a Moving Checklist"

Provide Checklist Service;

"Get Driving Direction"

Provide Driving Direction Service;

"Get Community Information"

Provide Community Information Service;

"Get Important Phone Numbers"

Provide Important Phone Number Service;

"Rent a Truck"

Provide Truck Rental Service;

"Purchase Moving Supplies"

Provide Moving Supplies Purchase Service;

"Connect and Disconnect Cable"

Provide Cable Service;

"Connect and Disconnect Local Phone"

Provide Local Phone Service;

"Connect and Disconnect Long Distance Phone"

Provide Long Distance Phone Service;

"Connect and Disconnect ISP"

Provide ISP Service;

"Connect and Disconnect Wireless"

Provide Wireless Service;

"Connect and Disconnect Utilities"

Provide Utilities Service;

"Purchase New Furniture"

Provide Furniture Purchase Service;

"Subscribe to Newspapers"

Procedure
Present the Home Page

Doer
System

Description

The system will display the home page and begin a visit session by assigning a unique and meaningless text string called session ID and a unique and meaningless number called visit ID. For site performance improvement and debugging purposes, the system will log each page a visitor visits with a time stamp in the database. If the customer ID is available for the page being visited, the system will log the customer ID as well. The web servers outside the database will log the visitor's browser environment variables including browser version, referral URL, operating system version, searched words, etc. for site improvement and debugging purposes.

Issue

- We will not build in the capabilities to show different home pages by referral source. Since there is no requirement for co-branding specified, we have no corresponding design. (SB, JT)

Action Diagram

Generate Session and Visit Ids;
Log Page Visit;
Log Visitor Environment Variables;
Display Home Page;

Data Access

Visit
visitID, C
pageID, C
customerID, C
RecordLog, C

RecordLog
userName, C
lastCommit, C

External
Home Page

External Type
Screen

Layout
\\Zimbabwe\\icoa\\Mockup_Final\\index.html

Description

N/A

Data Access

01/06/00 11:56 AM

Procedure
Change Address Online with US Postal Service

Doer
System

Description

Address Start Page

The user will enter the move type, the move dates, and the mover's name on this page. The default selections for the page are as follows:

- Move type : individual
- Move date : permanent, NULL start date, disabled end date

Permanent and temporary moves are mutually exclusive and the user can only choose one of them. If the user clicks on temporary move, enable the end date field and make sure the end date is not NULL and greater than or equal to the start date without going back to the server. If the user changes his/her mind and clicks on the permanent move again, blank out and disable the end date.

After filling out all the information, the user will click on the Continue button and the system proceeds to the Address page.

Address Page

The user will specify the address type for old and new addresses and the system will display the correct address formats and prompt the user to enter them. The default selections for the page are as follows:

- Address type : street
- In Puerto Rico : no
- On a domestic military installation: no

If the user changes his/her mind and change the address type, the system will display the new address format and discard the previously entered address information. The system has to be able to do all this without going back to the server.

After filling out all the information, the user will click on the Continue button and the system will check the entered addresses against the USPS address database.

- If both addresses are valid in the USPS address database, the system will standardize them and proceed to the Address Confirmation page.
- Otherwise, the system will stay on the Address page and display the error messages.

Address Confirmation Page

The system will display the standardized old and new addresses on this page and ask the user to confirm it. The system will then proceed to the ID Selection page.

ID Selection Page

The system will prompt the user to select a method to prove his/her identity. At this time, we will only provide credit card method. Once the user clicks on the Continue button, the system will proceed to the Credit Card page.

Credit Card Page

The system will display the credit card page and prompt the user to enter the name, address, credit card number, and expiration date information. Standard credit card check will be performed without going back to the server. Once the user clicks on the Continue button, the system will perform AVS and IVS checks based on the information entered.

- If the card is valid, write the COA request to the database and proceed to the E-mail Confirmation page.
- If not, stay on the credit card page and display the error messages. Allow the user to try it three times and then terminate the session.

E-mail Confirmation Page

The system will generate a unique password for the user and prompt the user to enter an e-mail address for the system to send a confirmation link. The user will click on the confirmation link and enter the password to activate the ICOA request.

Address End Page

The system displays the thank you message for using ICOA. After the user clicks on Finish button, the system returns to the home page.

Issue

- Need to come up with a term for temporary or permanent move. (SB)
- Need to add temporary or permanent move radio buttons before the date fields. (SB)
- Need to come up with exact error messages and instruction when the user does not filling out the form properly. (SB)
- Need to ask USPS for address standardization cgi and test it out. (SB)
- Do we need to explain the meaning of various address types? (SB)
- Changing address format without going back to the server is difficult for the Netscape environment. Can we obtain the address types for old and new addresses first and then display the appropriate address formats? (SB)
- Let's make sure we include live e-mail confirmation in the next focus group to ensure that people understand what to do. (SB)
- If the customer enters an e-mail address that has been used before (e.g. another person or the same person that has used ICOA for the last move), what should we do? (SB, JT)
- Do we need to check any customer environment variables (e.g. same IP changing 100 addresses) to prevent possible fraud? On the other hand, what is the reliability of such check (e.g. IP check is basically useless for people coming in through sites using proxy servers)? (SM, SB)
- Change the year format from yy to yyyy. (SB)
- Do we need to provide the print option on ID selection and/or Credit Card pages? (SB)
- The current MoversNet asks for contact information, which is not present in the UI design. (SB)
- Do we need to pre-populate the fields on the credit card page? (SB)
- Need to confirm the checking criteria between credit card name and COA name. (SB)
- Need to finalize the policy on allowing a confirmed ID to change address for another person. (SB)
- What is the criteria to suspend the processing of an ICOA request (e.g. after 5 failed attempts of email confirmation)? (SB)
- Can ICOA share customer information with other services? Does it make sense to ask the customer about it? Is there a church and state requirement from USPS? (SB)
- The Checkout pages for credit card did not have credit card address fields. The save functions as discussed are not reflected in the Checkout pages. (SB)
- What is the customer service procedure for ICOA after the request has been filed? (JT, SB)
- *What are the specific parameters to suspend an ICOA request (e.g. no email confirmation beyond 2 days, etc., 5 days without negative MVL confirmation, etc.) ? Can an ICOA be suspended first and then reactivated*

it? If so, do we need to track all the history? (SB)

Action Diagram

```
Present Address Start Page;
Present Address Page;
Validate Addresses against USPS Address Database;
Present Address Confirmation Page;
Present ID Selection Page;
WHILE (Not Validated) and (<= 3 Tries)
    Present Credit Card Page;
    Validate Credit Card based on AVS and IVS Checks;
    Log Credit Card Validation Transaction;
END WHILE
IF Credit Card Validation Failed THEN
    Terminate the Session;
ELSE
    Present E-mail Confirmation Page;
    Generate and Send E-mail to the User;
    Present Address End Page;
END IF;
```

Data Access

External
Address Confirmation Page

External Type
Screen

Layout

Description

N/A

Data Access

Customer
id, C
personName, C
email, C
account, C
recordLog, C

CustomerAddress
customerId, C
addrId, C
addrPurposeId, C
addrTypeId, C
address

Account

userName, C
password, C
reminderQ, C
reminderA, C

PersonName

titile, C
fname, C
mname, C
lname, C
suffix, C

Address

addr1, C
addr2, C
unitId, C
poBox, C
route, C
city, C
county, C
state, C
country, C
zip5, C
zip9, C

coaRequest

id, C
processingLog, C
name, C
email, C
oldAddress, C
newAddress, C
effectiveDate, C
recordLog, C

ProcessingLog

icoaTimeStamp, C
emailConfirmation, C
mvlTimeStamp, C
suspensionReasonId, C
suspensionTimeStamp, C

IdVerification

id, C
visitId, C
typeId, C
verifier, C
resultId, C
resultDesc, C
recordLog, C

CreditCardVerification

id, C

[illegible]

typeId, C

ccNumber, C

addr, C

Procedure
Get a Moving Checklist

Doer
System

Description

Checklist Customization Page

The system displays the customization questions first. All questions have no as the default option. The user can change the option for each question. After the user click Continue button, the system proceeds to Personalized Checklist page.

Personalized Checklist Page

The system will find the checklist items (i.e. Event Service) based on the customization options specified by the user, group them by lead time in pre-determined interval, and display them in descending order of the time interval. There is a check box in front of each item the user can use to indicate the completion of a task.

The user can choose to save the checklist and the system will prompt the user to create an account.

Issue

- Are we always going to have yes/no as the answers to each customization question? (SB)
- How does a returned customer retrieve his/her previously created checklist? If a customer has logged into his/her account for another service and then comes to the checklist, should we retrieve the checklist and display it? Need UI. (SB)
- The checklist is not asking for move in/out dates. (SB)
- What happens when a customer clicks on back button to the customization page, changes some options, and then clicks on the Continue button? Pretty much the same question as what to do when a customer has a previously saved checklist and goes through the checklist creation process again. (SB)
- Do we want to send a saved checklist to the customer through e-mail? Do we need to provide a Print option to print out the checklist in a print-friendly format? (SB)
- Need to know what to do with multiple moves now. (SB)

Action Diagram

```
Present Checklist Customization Page;  
Retrieve Checklist Items based on Customization Options;  
Present Personal Checklist Page;  
IF the user Wants to Save the Checklist THEN  
    Save the Checklist;  
END IF
```

Data Access

```
CustomerEventService  
    customerId, C  
    eventId, C  
    serviceId, C  
    status, C, U  
    timeBucket, C  
    displaySequence, C
```

recordLog, C

External

Checklist Customization Page

External Type

Screen

Layout

Description

N/A

Data Access

ChecklistQuestion

id, R
displaySequence, R
effectiveDate, R
optionTypeId, R
mdesc, R

CustomizedEventService

eventId, R
checkQId, R
response, R
servicId, R

Procedure
Provide Moving Supplies Service

Doer
System

Description

Service Start Page

The system will display the service name and medium description. It will then prompt the user to enter a zip5 for step 1 and select options for the service for step 2. Beside the zip5 field, the system provides a zip code look up utility.

The steps to find options for the service excluding upsells are as follows:

- A service option is valid based on today's date.
- optionType is 1 (2 for upsell).

After clicking on the Continue button, the system will proceed to the Service Provider page.

Service Provider Page

The system will look up the available service providers for the zip5 and service options entered. The steps to find participating service providers to service the zip5 are as follows:

- Find service providers participating in the Moving Supplies service based on today's date.
- Find locations for each service provider for the zip5 specified based on partner participation match method.

If no service provider is found, the system displays a "Coming Soon" message. Otherwise, the system will display the available service providers with their images for the service side by side. Each row will have two service providers across. The maximum service options for each service participation will be displayed right beneath the partner's image.

The user can select one or more than one service providers and click the Continue button. The system will proceed to the Product Offering page.

Product Offering Page

The system groups and displays product offerings by service provider, option, and product in their display sequence. Each product offering consists of a quantity field, product name, unit price, unit of measure, product long description, link to product detail page and standard delivery time from the partner location that will service the zip5.

The Order Option parameters are specified at the Event Service, the Event Service Option, and the Product levels. They are

- *New order allowed.*
- *Renew order allowed.*
- *COA order allowed.*
- *Maximum order quantity.*
- *Maximum order duration*
- *Reorder allowed.*

The system uses the first three fields in Event Service and Product to determine how to display the quantity field(s) on the Product Offering page and use the remaining three fields in Event Service Option and Product on the Shopping Cart page to verify order integrity. For each event service, the system will reserve a column space and display the corresponding heading for each order type (i.e. new, renew, and COA) allowed. It will then check each product and display a quantity field in the corresponding column for each order type allowed. For instance, if an event service (e.g. newspaper) in general accepts COA order with the exception of one newspaper in FL, the COA Allowed for the service will be set to "True" and the COA Allowed for the products from that newspaper will be set to "False". On the screen, the user will see a column with heading "COA" and the products from that newspaper will not have a quantity box under the COA column. If one day the newspaper decides to accept COA orders, set the COA Allowed field for their products to "True" and the quantity box will show up automatically. On the other hand, if an order type (i.e. new, renew, and COA) for an event service set to "False", the system will not display a quantity column for that order type regardless of what's allowed for the products in that service.

The user can enter the quantity for each product offering and click one of the four option buttons to proceed. They are

- "Add to Shopping Cart" will add selected items and specified quantities to the shopping cart and the system will proceed to the Shopping Cart page. If a selected item is in the shopping cart already, the quantity is always overwritten with the one from the latest Product Offering page.
- "View Shopping Cart" will NOT add selected items and specified quantities to the shopping cart. The system will proceed to the Shopping Cart page directly without the latest selections.
- "Clear Selection" will clear all the quantities on the Product Offering page.
- "Back to Service Provider" will take the user back to Service Provide page.

Shopping Cart Page

The system performs the following checks to ensure the integrity of the items in the Shopping Cart.

- Maximum allowed quantity at product and at option level. If the user has exceeded the allowed quantity, the system will display the error message with the shopping cart and ask the user to correct the problems by either adjusting the quantity field or removing the item from the shopping cart. The user can click on the Update Shopping Cart button and the system will recalculate all the prices and redisplay the Shopping Cart page.
- If the product is a bundle, the system will perform the previous check for each product in the bundle. For instance, if a LD bundle contains a LD residential plan and a cable plan, the system will perform the maximum allowed quantity check for the LD and cable plans and for the LD and cable options. If the user has previously ordered a cable plan, the maximum order quantity check will fail either at the product level (same cable plan) or at the option level (different cable plan).

Each user has his/her only shopping cart for a session. All selected product offerings are in the shopping cart before they are checked out. However, when a user goes to the Shopping Cart page for a service, the system only displays the items for that service and group them by service provider (e.g. one shopping cart section for AllBoxes and another one for Public Storage).

The field of eccLevel (extra cost calculation level) field in the ServiceParticipation table specifies if the extra costs should be calculated at order or item level. The extra calculation for an order can only be done at either the order level or the item level. The extra cost fields in the ServiceParticipation table are identical to those in the ProductOffering table. They are

- regShipCostCalcBasisId: 1 – percentage, 2 – per order.
- RegShipCost: a numeric field.
- handlingCostCalcBasisId: 1 – percentage, 2 – per order.
- handlingCost: a numeric field.

- expShipCostCalcBasisId: 1 – percentage, 2 – per order.
- expShipCost : a numeric field.
- expShipRoleId : 1 – overwrite shipCost, 2 – add to shipCost.
- noExtraCostMin: minimum amount for no extra costs.

If the total sales amount is \geq noCostMin, there is no extra cost. Otherwise, the calculation for extra costs including regular shipping, handling, and express shipping is as follows:

Regular Shipping, Handling, and Express Shipping Costs

- If the cost calculation basis is 1, cost = sales amount x unit cost.
- If the cost calculation basis is 2, cost = unit cost.

The steps to determine the total extra costs are as follows:

- If the extra cost calculation is to be done at item level, the total regular shipping, handling, and express shipping costs for an order are equal to the sum of the shipping, handling, and express shipping costs respectively for each item on the order.
- If the express shipping cost for the order is greater than 0 and the express shipping role is 1, which is to overwrite the regular shipping cost, the shipping cost for the order is set to 0.
- The total extra cost = regular shipping cost + handling cost + express shipping cost.

The user can remove or adjust quantity of a shipping cart item on the page. If the user clicks on the Remove button, the client page will set the quantity to 0 without going back to the server.

The express shipping can only be available at either the order level or the item level for a Service Participation based on the value of eccLevel.

Below shopping cart section, the system will display the eligible upsell products. Different from cross selling, the upsell product offerings are those from the relevant upsell options within the same service. In the ServiceOption table, Transaction Services will specify

The user has three options to proceed on this page: update shopping cart, continue shopping, and checkout.

- "Update Shopping Cart" will remove the item with quantity 0, recalculate the prices, and redisplay the shopping cart page.
- "Continue Shopping" will take the user back to the Product Offering Display page with the quantities for selected items specified.
- "Checkout" will trigger the system to see if the user has a customer status for the session. If the user has created an account or logged in an existing account during the session, the visitor is said to have a customer status. With a customer status, the system will be able to retrieve saved values for the questions of the Checkout pages and provide convenience to the customer.

Login/Account Creation Page

Checkout Page

The Checkout process for a service may involve several pages for usability purposes. The purpose of each page (i.e. groups of questions to be asked) and the page sequence is pre-determined for each service (not by service participation).

In order to provide customizable checkout questions by service participation and apply 80/20 rule whenever possible, the database design elements for the Checkout pages are as follows:

- All the possible checkout questions are stored in the CheckoutQ table. Each checkout question will specify the question group to which it belongs (e.g. dayTimePhone belongs to Contact group).
- For each EventService (e.g. Moving Supplies for Move or LD for Move), the applicable checkout questions regardless of partners are stored in the EventServiceCheckoutQ table. The display sequence of each question is also specified in this table.
- The checkout questions, required only for some partners participating in a service, are stored in the ServiceParticipationCheckoutQ. The display sequence of each question is also specified in the table.

For each checkout question group, the system always displays the questions from EventServiceCheckoutQ first in the specified display sequence and then those from the ServiceParticipationCheckoutQ. The following sections describe each checkout page for the service. Generating questions dynamically is the easy part. The real work comes from validating the information entered and applying the save functions to display, retrieve and store information.

For example, we cannot display all the first names for the First Name field and the last names for the Last Name field and allow the user to match any first name with any last name. In addition, since the system does not interpret the meaning of each field (after all it's just a computer program, not human) and only displays questions by their display sequence specified in the database, TS has to be very cautious about setting up the data in the database correctly. Otherwise, the system could become unusable from the customer's point of view. Another example is the credit card information, which contains the card type, the cardholder's name, the card number, the expiration date, and the billing address. If we are going to provide meaningful convenience to customers, we need to remember the information related to a credit card as a set and enable the user to retrieve the information as a set as well.

- To accomplish the Save, Retrieve, and Display functions of relevant information as a group, we introduce the concept of Anchor field. An Anchor field is the last field in a collection of relevant fields that have to be acted upon as a group (e.g. last name field for the Name fields or a zip code field for the Address fields). Of course, the number of relevant fields in a group could be one. In which case, the Anchor field controls one and only one field, which is itself (e.g. email address or SSN).

In order to generate checkout questions dynamically based on service participation, each row will only display one checkout question. There will be no side by side display of checkout questions.

Notes for the Technology team

This section probably has the highest technical difficulty in the entire site and may require several experiments to finalize all the details.

The Servlet has the following responsibilities.

- Get all the questions for the Service Participation and organize them by question group and display sequence.
- Examine each question to be displayed on the next JSP to see if it is an Anchor Field. If it is, invoke the corresponding method to assign values to the fields for which the field is anchoring. The easiest case will be that an Anchor field is the only field in the group. The more complicated case will be the Last Name field for the Name group.
- The Servlet will then invoke the JSP for the next Checkout page.
- After the JSP pushes the page to the user's browser, the user will enter information and send the page back to the Servlet, which has to invoke the corresponding method of each anchor field to check the contents for validity (e.g. address standardization, new name, etc.).

The Checkout page JSP has the following responsibilities.

- Display Question Group heading and description.

- Display each question in the question group in the display sequence. Each question will display pre-populate value if possible. The JSP will also see if the question is an Anchor question. If yes, right below the question, the JSP will display all the saved values for the group for which the field is anchoring.

Checkout Page 1 – Shipping and Contact Question Groups

Shipping question group comes before the Contact question group.

The questions for Shipping question group are as follows:

- First name, middle name, last name.
- Ship_to address.
- Shipping method.

The questions for Contact question group are as follows:

- Daytime phone #
- Evening phone #
- Email address

After the user clicks on Continue button, the system (the Servlet) will check the user input by invoking methods to verify all the Anchor fields. If any field content has data entry errors, the system will return to this page with appropriate error messages and request the user to correct the problems before proceeding.

Checkout Page 2 Billing Question Groups

The questions for Billing question group are as follows:

- Credit card type, cardholder name, credit card number, expiration date, and billing address.

Checkout Page 3 – Order Confirmation

The system will display the shopping cart and order information and request the user to confirm the order. After the user clicks on the Confirm button, the order is saved and the system will proceed to the next page.

Checkout Page 4 – Save Confirmation

The system will display three Save options and request the user to choose one.

- Save all information including credit cards.
- Save all information excluding credit cards.
- Don't save.

Based on the user's decision, the system will save the information appropriately.

Issue

- Should we pre-populate the zip5 field based on the information the user has entered? Include the question in 2/3 focus group.
- ~~Do we need to provide zip code lookup at Service Start Page?~~ Yes, but need UI. (JT)
- Need the format for Service Provider page when no service provider is available. (JT)
- ~~What are the three links at the bottom of the Service Start page – home, shopping, and communication center?~~ Nothing. They are not supposed to be there. Need to reflect in UI. (SB)
- Need the mockup to allow a customer to choose multiple service providers on the Service Provider page. In the

last meeting, we said we did not want a customer to go through the routine to click on the same options for multiple service providers. Need to reconfirm this. (SB)

- If a customer orders a local phone service, do we need to check if the customer orders something that may contain local phone service again? If so, what do we do when the customer orders it again? Also, how do we introduce multiple move capabilities so that when the person moves again, we will not be bugging the person by saying "order the local phone service again? order the LD again? order the cable again? You moron."
- ~~No exclusion logic built in at this time based on referral source.~~ OK.
- Do we need to update the status of checklist item? Yes, but it will be inconsistent since the customer may or may not log in. (SB, JT)
- How to determine the display sequence of service providers? We want to do it by session, which could be technically challenging. (SM)
- The delivery time is shown only for the first product offering, which could be difficult to find because a customer may not go through each product description in its entirety. Should it be beside the partner logo? (JT, SB)
- How are we going to show the shopping cart information? How many versions do we need? Probably two – one for product offering that can have a price associated with it and the other one does not. But what to do if a service has both items (e.g. LD and pre-paid calling cards). So, maybe we should have only one. If there is no price associated with it, we put N/A in the field and exclude it from the total cost calculation. How are the shipping charge, express shipping charge, and handling charge going to be displayed? (JT)
- ~~What kind of shopping cart checking do we have to do regarding product offering selections?~~
 - ~~— Maximum order quantity (e.g. 1 for each LD residential products)~~
 - ~~— Maximum product offerings per option (e.g. cannot order 2 different LD residential plan)~~
- If a user visited a Product Offering page before during the same session, selected some items, and moved on to another service without checking out for the service), should we display the previously entered quantities for the selected items? If not, will the user say what happened to what I did before? If yes, will the users say what is happening here about those quantities if they forgot they had been to the page before? (JT)
- Since the Checkout is done at the Service level because the Checkout questions could vary all the way down to the ServiceParticipation level (by service and by partner), what do we need to do to ensure people understand they have to check out for each service? Otherwise, they may think they can just check everything out all at once at the end, which is the norm for sites providing singular services such Amazon.com or CDNow? (JT, SB)
- What do we need to do so that the users will understand the differences between "Add to Shopping Cart" and "View Shopping Cart" options on the Product Offering page? (SB)
- "Back to Service Provider" is missing from the UI. (SB)
- Need to finalize the Login/Account Creation page. (SB)
- If the checkout questions are based on the product ordered (e.g. hardware for local phone), the dynamic generation of Checkout questions will be a nightmare for data entry from Transaction Service's point of view and for development and response time from Technology's point of view. (JT)
- Do we need to supply Deletion and/or Edit functions for a saved value? Need UI. (SB)
- ~~No order start date is specified for on the Checkout page. What if the customer does not want to receive the goods until two weeks from now? By service.~~
- ~~Is the payment type field on the Checkout page the same as credit card name? Yes. But still need 2 fields in case of Bill me Later.~~
- ~~If a partner is both service provider and distribution channel, do we set up one or two partner records? Recommend 2. Yes.~~
- If we are going to show 2 service providers on each row and then the options they participate beneath them, how would a customer feel when there are 6 service providers for that that area? The page is going to be long and could be cumbersome for a customer to go through. (JT)
- Need all exact error messages. (JT)
- Do we display product offerings by partner and then option or by option and then partner? Need to make sure we do not create an environment that customers choose A from partner 1 and B from partner 2 although they meant A and B from partner 1. (JT)
- Do we overwrite and add to shopping cart items when a customer goes back from Shopping Cart to Product Offering and then to Shopping Cart again? (JT)
- *Where should the recall button be on the Checkout page in case the user wants to log in and take advantage of*

the saved values? Need UI as well on how to allow the user to log in while staying on the Checkout page. (JT)

- What is the policy to validate credit card? Got to be careful on its credit limit impact. Since we don't plan to settle the transaction, what role does credit card validation play for services in addition to ICOA? (JT)
- If the user did not log in while ordering products, the shopping cart cannot check to see if the user has previously ordered the product. After the user proceeds to the Checkout page and recalls the customer account, what should we do? The user may have ordered something again that should only be ordered once per move. Do we call the shopping cart again at that time to check for duplicated orders or we just move on with the Checkout pages without going back to check for order integrity issues? (JT)
- Is reorderAllowed check necessary or is it covered by the maximum quantity check? (SM, AB)
- Do we display the marketing questions on the Order Confirmation page? (JT)
- If a customer wants to change account information such as password and reminder question/answer, how can he/she do it? (SB, JT)
- What are the unique constraints on a customer (e.g. user name, password, email address, credit card number, etc.)? (JT)
- Can a credit card have a foreign billing address? (SB, JT)

Change Request

- Change Dependent Option to option type. Add upsell Option table with parent and child options.

Action Diagram

Data Access

Procedure
Provide Long Distance Phone Service

Doer
System

Description

Service Start Page

The Service Start page is identical to the one for Moving Supplies with the following exceptions.

- The user will enter an address instead of a zip5 to locate the service providers. The system will standardize the address and use the zip9 to locate service providers.

Service Provider Page

The Service Provider page is identical to the one for Moving Supplies with the following exceptions.

- None.

Product Offering Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Shopping Cart Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Login/Account Creation Page

Checkout Page

The Checkout pages are identical to those for Moving Supplies in functionality with the following exceptions.

- None.

Checkout Page 1 – Shipping and Contact Question Groups

Shipping question group comes before the Contact question group.

The questions for Shipping question group are as follows:

- Connect date.
- First name, middle name, last name.
- Installation address(?).

The questions for Contact question group are as follows:

- Email address
- Home phone #
- Work phone #
- Best Time to Call
- Best Date to Call
- New phone #

Checkout Page 2 – Billing Question Group

The questions for Billing question group are as follows:

- Payment type.
- Credit card type, cardholder name, credit card number, expiration date, and billing address.

If the payment type is of credit card, the system will perform the AVS and IVS check (?). If the payment type is pf "billing me", the system will standarize the billing address.

Checkout Page 3 – Order Confirmation

The same as Moving Supplies.

Checkout Page 4 – Save Confirmation

The same as Moving Supplies.

Issue

- How to ask Checkout questions for bundles? If a bundle contains products from different services (e.g. cable, wireless), each service according to its own term sheet has different checkout questions to ask. Handling dynamic checkout questions by service and service participation is tough enough. Taking it to the next level by product or by combination of services will be even more challenging (or you can call it a nightmare) in terms of development and run time (it can take a long time to find all the checkout questions at all levels and all combinations, eliminate all the duplicated questions, and then present the questions to the user). In addition, if TS does not set up questions in the right question group to eliminate duplicated questions, the same question could be asked several times in each question group. One way to deal with it is that the checkout questions for a bundle stop at the service participation level to which the bundle belongs.
- Does the system need to remember the address entered on the Service Start page to be used at Checkout page?
- If the user has entered an address for LD, can we use that address for Cable at Service Start page?
- Do we need to use the same logic at Checkout page to show what addresses or zip5s the user has entered so that he/she can choose from one of them? Include this in the focus group on 2/3.
- Do we still need to display checkbox instead of the regular quantity box on the Product Offering page when the maximum order quantity is 1?
- The Shopping Cart and Upsell are on two pages now instead of 1 page, which shows Shopping Cart first and then upsells.
- The billing address is specified in the Contact question group. Should it be in the Billing question group to be consistent with other services? Also, according to the term sheet, we are going to ask for the billing address before the payment type. Need UI to be in sync as well.
- Connect Date field is missing from the term sheet.
- There is no installation address fields on the term sheet. Need to sync UI with the term sheet.
- What's the difference between the daytime phone # and evening phone # for Moving Supplies and home phone # and work phone # for LD?
- Will we have payment type of eBill? If so, do we need to ask for the eBillingAddress?
- UI specifies additional questions such as SSN and Driver's License/State for the Billing question group. We presume they are service participation based questions.

Action Diagram

Data Access

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10/18/00 5:55:26

Procedure
Provide ISP Service

Doer
System

Description

Service Start Page

The Service Start page is identical to the Moving Supplies with the following exceptions.

- The user will enter an address instead of a zip5 to locate the service providers. The system will standardize the address and use the zip9 to locate service providers.

Service Provider Page

The Service Provider page for Cable is identical to the one for Moving Supplies with the following exceptions.

- None.

Product Offering Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Shopping Cart Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Login/Account Creation Page

Checkout Page

The Checkout pages are identical to those for Moving Supplies in functionality with the following exceptions.

- None.

Checkout Page 1 – Shipping and Contact Question Groups

Shipping question group comes before the Contact question group.

The questions for Shipping question group are as follows:

- Connect date.
- First name, middle name, last name.
- Ship to address (?).

The questions for Contact question group are as follows:

- Email address
- Home phone #
- Work phone #
- Best Time to Call
- Best Date to Call
- New phone #

Contact Information

First Name
Middle Initial
Last Name
Ship-to Address
Day Phone
Day Fax
Home Phone
Home Fax

Billing Information

Payment Type
Credit Card Name
Credit Card #
Credit Card Expiration Date
Credit Card Address

Marketing Questions

Desired Media

Checkout Page 2 – Billing Question Group

The same as Moving Supplies.

Checkout Page 3 – Order Confirmation

The same as Moving Supplies.

Checkout Page 4 – Save Confirmation

The same as Moving Supplies.

Issue

- Should we standardize the categorization of checkout questions? We can look at the checkout questions for Moving Supplies, LD, and Cable as examples. Some questions are classified as Contact questions for one service and Shipping or Billing for the other.

Procedure
Provide Local Phone Service

Doer
System

Description

Service Start Page

The Service Start page is identical to the Moving Supplies with the following exceptions.

- The user will enter an address instead of a zip5 to locate the service providers. The system will standardize the address and use the zip9 to locate service providers.

Service Provider Page

The Service Provider page for Cable is identical to the one for Moving Supplies with the following exceptions.

- None.

Product Offering Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Shopping Cart Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Login/Account Creation Page

Checkout Page

The Checkout pages are identical to those for Moving Supplies in functionality with the following exceptions.

- None.

Checkout Page 1 – Shipping and Contact Question Groups

Shipping question group comes before the Contact question group.

Checkout Page 2 – Billing and Credit Question Group

The same as Moving Supplies.

Checkout Page 3 – Order Confirmation

The same as Moving Supplies.

Checkout Page 4 – Save Confirmation

The same as Moving Supplies.

Issue

- Need UI for Local Phone to confirm the Billing and Credit Question groups are on the same page.
- There are many similar fields with different names for each service (e.g. ship-to address, installation address, service address, etc.). Can we standardize on those fields on a matrix between field name and service? Later on, when we start a new service or bring on a new service provider, should we check this matrix first to see if we can use previously defined fields before creating a new one? Each new field requires a new program for saving and validation purposes and we should consolidate the fields with the same purposes. The same field can have different heading when it is displayed by service participation. Therefore, we should not create a new field because it will be called differently for a service or a service participation.

Action Diagram

Data Access

Procedure
Provide Wireless Service

Doer
System

Description

Service Start Page

The Service Start page is identical to the Moving Supplies with the following exceptions.

- None.

Service Provider Page

The Service Provider page for Cable is identical to the one for Moving Supplies with the following exceptions.

- None.

Product Offering Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Shopping Cart Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Login/Account Creation Page

Checkout Page

The Checkout pages are identical to those for Moving Supplies in functionality with the following exceptions.

- None.

Checkout Page 1 – Shipping and Contact Question Groups

Shipping question group comes before the Contact question group.

Checkout Page 2 – Billing and Credit Question Group

The same as Moving Supplies.

Checkout Page 3 – Order Confirmation

The same as Moving Supplies.

Checkout Page 4 – Save Confirmation

The same as Moving Supplies.

Issue

Action Diagram

Data Access

01/06/00 11:56 AM

Procedure
Provide Pets Service

Doer
System

Description

Service Start Page

The Service Start page is identical to the Moving Supplies with the following exceptions.

- None.

Service Provider Page

The Service Provider page for Cable is identical to the one for Moving Supplies with the following exceptions.

- None.

Product Offering Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Shopping Cart Page

The Product Offering page is identical to the one for Moving Supplies with the following exceptions.

- None.

Login/Account Creation Page

Checkout Page

The Checkout pages are identical to those for Moving Supplies in functionality with the following exceptions.

- None.

Checkout Page 1 – Shipping and Contact Question Groups

Shipping question group comes before the Contact question group.

Checkout Page 2 – Billing and Credit Question Group

The same as Moving Supplies.

Checkout Page 3 – Order Confirmation

The same as Moving Supplies.

Checkout Page 4 – Save Confirmation

The same as Moving Supplies.

Issue

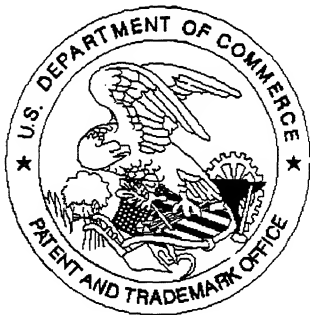
- Need UI for store locator, etc.

Action Diagram

Data Access

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